C2710

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Monday, July 1, 1985

Advertising Age

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What to do with a $100,000 windfall
Page 28
The Road To Miss America

'USA Weekend' on way

Gannett's *USA Weekend*, the replacement for *Family Weekly*, will debut Sept. 8 in 361 newspapers. Gannett bought *Family Weekly* from CBS Magazines for $42.5 million this year.

Y&R-NBC deal ignites tv upfront buying fuse

By VERNE GAY

NEW YORK—Several major prime time upfront network tv advertisers last week began moving swiftly to close deals for the 1985-86 season.

The activity sparked what had been comparatively slow upfront sales after word leaked that Young & Rubicam in early June already had struck an $80 million, multiclient buy on NBC, which has emerged as the "Be there" network for advertisers as well as for yuppie viewers.

All three networks put their sales staffs on late shifts to process imminent orders anticipated from Kodak, Burger King and Ford (J. Walter Thompson); AT&T for news and prime time (D'Arcy MacManus Masius and N W Ayer, respectively); Pepsi-Cola (BBDO); McDonald's (Leo Burnett), and Nissan (William Esty). Ogilvy & Mather will complete several buys this week as well, sources said.

Network and top agency executives agreed the prime time market will weigh in at a little more than $2.4 billion, about the same as last year when the market was spurred by the time crunch created by the national election and the Summer Olympics. Last month, when upfront buying and selling began in earnest, sources were projecting $2.1 billion in network upfront sales. The upfront is expected to last through most of the summer.

According to ABC-TV, the three networks already have the $2.4 billion in advertiser requests. If the upfront market hits $2.4 billion, it is a reflection either of strong advertiser demand or the decision by the networks to put more inventory into the upfront market, on the assumption that the economy may not hold strong and the scatter market throughout the year will remain soft.

In either case, the upfront market took on a bullish look after the Y&R preemptive strike came to light. Agency sources, commenting on the ploy, said the strategy could be adopted soon by others.

At the end of May, after the networks had screened their new fall lineups, Y&R offered each network a chance to bid for half of the upfront budgets for Y&R clients Lincoln-Mercury, Johnson & Johnson, R.J. Reynolds Foods and Clorox. The package was worth $80 million, and the leverage was that the losing two networks would have to compete for the remainder of the four clients' upfront pie.

Paul Schulman Co., the network negotiator for Ralston-Purina, traditionally is the first agency to make an upfront buy. Schulman generally pays slightly higher than market rates, but gets to cherry-pick the most desirable programing.

The Y&R deal, however, broke tradition and moved before the Schulman buy, according to network sources. Instead of

(Continued on Page 54)

Merger sets adrift $50M in ad business

By STEWART ALTER

The merger of D'Arcy MacManus Masius and Benton & Bowles, both New York, is dumping nearly $50 million of ad business on the street.

The biggest plum cut loose by client conflict at the future D'Arcy Masius Benton & Bowles is B&B's $24 million Texaco account, loser to DMM, Chicago's $25 million Amoco Oil Co. account.

B&B's Gaines Food, an $18.9 million account overlooked in earlier speculation on conflicts, also is on the market because of a conflict with DMM's Kal Kan (a unit of Mars Inc.) business, although B&B will continue handling until a successor agency is named. The Gaines dog food brands involved include Cycle, Gainesburgers, Gravy Train and Top Choice.

In addition, sources said the relationship between Detroit-based Stroh Brewery Co.'s Schlitz Malt Liquor and B&B will be severed soon.

A decision on the account, which is said to be worth $5 million to $6 million, could come as early as this week.

Hunter Hastings, Stroh vp-brand manager, refused to comment on the report, as did B&B.

Upping the price tag on the largest agency merger in history, B&B withdrew last week from consideration for the $25 million Hyundai Motor America account because of a conflict with D'Arcy's General Motors business, which includes Pontiac and Cadillac. On Friday the South Korean company named Backer & Spielvogel for its U.S. account.

In San Francisco, D'Arcy has decided to continue defending itself in a review for the paper products portion of Crown Zellerbach consumer products busi-

(Continued on Page 56)

Celebrating the creation of the new D'Arcy Masius Benton & Bowles agency are George Simko, president of DMB&B/Diversified Communications Cos.; Hal Bay, president of DMB&B; John Bowen, chairman of DMB&B; Peter Redsell, president of DMB&B/International, and Roy Bostock, president of DMB&B/USA.

Photo by Arnold Adler

Cannes digs BBDO

By CLAIRE WILSON

CANNES—RBDO was the big winner at the International Advertising Film Festival here, taking the coveted Grand Prize for its Pepsi-Cola "Archeology" spot plus a Silver Lion for "Robots" and a Bronze Lion for "Space shuttle"—both also Pepsi spots.

The awards, considered by many to be the most coveted international creative advertising honors, were to be announced last Saturday.

In all, judges screened 2,178 commercials. At press time, it was unclear how many awards the festival would present, as the number varies from year to year.

It was the second year in a row

(Continued on Page 58)

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SPI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Last Minute News

Jack in the Box may drop WRG

SAN DIEGO—Jack in the Box is reviewing agencies for its $20 million account, currently at Wells, Rich, Greene/West, Los Angeles, reliable sources say. The fast-food chain is said to have made preliminary overtures to San Francisco shops Dailey & Associates; Della Femina, Travisano & Partners; Doyle Dane Bernbach, and Ogilvy & Mather, as well as to Scali, McCabe, Sloves, New York. WRG is expected to be included. There is speculation Jack in the Box executives also approached Cohen/Johnston, Los Angeles, a new agency founded by two former WRG execs (AA, Feb. 11). WRG/West may consider closing its office in Los Angeles if it loses Jack in the Box, agency sources say. WRG/West president Richard Kelly refused comment. Mr. Kelly, a former Scali executive, also denied sources' reports that he had been in contact with Scali concerning his interest in heading that agency's soon-to-open Los Angeles office (AA, June 20).

Hyundai Motor opens door to Backer

GARDEN GROVE, CAL.—Hyundai Motor America has selected Backer & Spielvogel, New York, as first agency for its $25 million account. B&S will establish a Los Angeles office to serve the South Korean auto maker.

(Continued on Page 8)

Gillette's Dry Idea expands

By GAY JERVEY

Gillette Co. will put a hefty budget behind the fall introduction of aerosol and solid varieties of Dry Idea deodorant/antiperspirant, currently only a roll-on.

Sources said the Boston-based toiletries company will begin shipping the new Dry Idea items in mid-September, with a $16.2 multimedia ad campaign by BBDO, New York, slated to begin on Nov.

(Continued on Page 54)

Sweep prize: Joan or $1 mil

By NANCY GIGES

When "Dynasty" fans tune in to find out what happened to the Carrington crowd next fall, they will see the self-styled bitch/goddess Alexis in another role as well.

Joan Collins, who plays Alexis Morrell Carrington Colby Dexter, will invite viewers in a tv spot for Canada Dry ginger ale to enter a sweepstakes offering a grand prize of dinner with her or $1 million.

Canada Dry and agency Young & Rubicam, New York, came up with the idea several months ago when the company decided on the cash giveaway.

Said Bill Appelman, Y&R senior vp-group creative director, "After all, Canada Dry ginger ale prides itself on being not too sweet. So does Alexis. Canada Dry wanted to drop a cool mil; Alexis would do that in a blink. Canada Dry stands for class and

(Continued on Page 54)

Bill Appelman, senior vp, Young & Rubicam, had no complaints about shooting a Canada Dry commercial with Joan Collins.

Smaller carriers may tumble

IBM link adds clout for MCI

By BRIAN MORAN

The proposed alliance of MCI Communications Corp. and IBM will force smaller long-distance telephone carriers to quickly scramble for special vertical markets, telecommunications analysts say.

The partnership, announced last week, also may put some AT&T competitors out of business in the residential long-distance battle. The handful of companies that survives will do so by developing networks for new, commercial business-to-business customers that the giants might not serve, analysts said.

"The marketing clout of MCI has just increased by a quantum leap," said Neil Yelsey, an analyst at Salomon Brothers, New York. "The only safety for the smaller carriers will be to narrow their marketing initiatives to niches."

MCI, the No. 2 long-distance carrier behind AT&T and the only profitable AT&T challenger, has agreed to allow IBM, the largest computer company, to acquire up to 30% of its stock. As part of the $1 billion deal, MCI will buy Satellite Business Systems, a smaller long-distance company controlled by IBM and Aetna Life & Casualty.

Armonk, N.Y.-based IBM has pledged to invest up to $400 million in cash in MCI over the next three years, a war chest that MCI will use to narrow the gap in its adver-

(Continued on Page 54)

Highlights

Eastern Air Lines will attempt to overcome the handicap of a late takeoff in the booming European summer travel market with a heavy media blitz for its new Miami-to-London service. *See Page 4.*

Book publishers, looking for a piece of the booming home-video programing market now dominated by Hollywood, are busily writing business for themselves in a new medium. Giant publishing houses, including Simon & Schuster and Random House, still nursing bruises from dabblings in microcomputer software, are taking their first tentative steps in video. *See Page 6.*

The Saatchi & Saatchi buying spree, which so far this year has netted U.S. direct-marketing, public relations, corporate identity and sales promotion companies, is not over yet. Last week, the U.K.'s biggest agency group made its first major foray into Canada with the $6 million acquisition of Hayhurst Advertising, Toronto. *See Page 10.*

Grey Advertising, in its first published analysis of the network tv marketplace, suggests that several factors at work bode ill for the price-conscious tv advertiser. Grey reports that the number of commercial slots will remain about the same this year, but the number of advertisers competing for that time will continue to increase. Meanwhile, the number of viewers watching each commercial spot will continue to shrink. *See Page 12.*

Ad Age begins a new monthly feature spotlighting the most creative and effective newspaper advertising, as judged by a panel of experts. This month's top ads are for Nike, Apricot computers, Arco, Seven-Up Co. and Miller Brewing. *See Page 28.*

It never won any ad awards, but the "I am the nation" print ad from Norfolk & Western Railway may be the most widely read, widely reprinted, widely quoted, long-lived print advertisement ever. *See Page 30.*

CORPORATE CLOSEUP

Like other relics of the 1950s, the familiar green Holiday Inn sign that once beckoned vacationers from the sides of America's highways is all but gone. In its place is a new emphasis on serving business and family travelers, from a revitalized lodging company, Holiday Corp., that within the past six weeks has been given a new name, a new address and a new advertising strategy. *See Page 4.*

HOLIDAY CORPORATION
The Leader In Hospitality

FORUM

Management consultant Glenn KnicKrehm discusses brands, brand names and consumer marketing. *See Page 18.*

Pamela Berns warns that clients are people, too, and there is more than one kind of target audience. *See Page 18.*

Young, upwardly mobile agency interns are profiled by one of their own. *See Page 18.*

INTERNATIONAL

European marketers are experimenting with global strategies on a few products rather than an entire line, and so far they like the results, according to speakers at a two-day conference in London last month that was sponsored by *The Economist*. *See Page 32.*

The controversy surrounding the alleged discovery of Nazi war criminal Josef Mengele's body in Brazil is helping Germany's No. 2 consumer magazine, *Bunte*, in its market battle with archrival *Stern*. *See Page 33.*

DIRECT MARKETING

Direct marketers appear to be gaining in their effort to obtain direct access to telephone-directory information from the seven regional telephone operating companies. *See Page 42.*

Beginning this fall, consumers at shopping malls around the country will be able to watch direct satellite broadcasts of news, advertising and messages at kiosks provided by the Advanced Telecommunications Network. *See Page 42.*

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ABP MPA RED TAG ABC AAPA

Wendy's 'syncs' into breakfast

By SCOTT HUME

Wendy's International today makes its first national move toward all-day restaurants with the debut of the long-expected (AA, Feb. 25), eight-week network campaign for its breakfast menu.

Dublin, O.-based Wendy's says it's approaching breakfast as a new product and will spend on this campaign more than the $10 million it budgeted for the introduction of its last major menu addition, stuffed baked potatoes.

While Clara Peller doesn't return, the new tv spots from Dancer Fitzgerald Sample, New York, do have a familiar ring and certainly a familiar tune. The chain has rested the "Where do you think you are, Wendy's?" theme line that has accompanied the two-year, market-by-market breakfast introduction. Instead, it has revived the "Only Wendy's" theme, sung to The Platters' 1950s classic "Only You," last used in the chain's 1983 hamburger advertising.

The campaign also includes Wendy's first network spots targeted to black consumers (created by Lockhart & Pettus, New York) and Hispanics (via Mendoza, Dillon & Asociados, Newport Beach, Cal.).

As it did with "Only Wendy's" the first time around, DFS has built two of the five new spots around customers lip-syncing Wendy's words to The Platters' melody. Other commercials rely heavily on close-up product photography to promote the menu, which includes scrambled eggs, omelets and a breakfast sandwich served on wheat or white toast.

The breakfast effort follows a six-week campaign for its Light Menu salad offerings (AA, May 6), but the chain isn't ignoring sandwiches. A bacon cheeseburger topped with swiss is being tested in selected markets (with local tv spots that will continue to run beside the network breakfast cam-

(Continued on Page 54)

Late West Coast news

Dailey shop taps Chabre as chief

Dailey & Associates exec vp Stephen Chabre has been named to the new post of chief operating officer of the Los Angeles agency. The appointment, in the making for a year, gives the 41-year-old, nine-year Dailey veteran responsibility for all agency accounts, including Thomas J. Lipton Inc.'s Lawry's Foods, for which he worked most recently as a group director.

Former Chiat/Day associate creative director Steve Hayden, who left the agency to join Tracy-Locke's new Los Angeles office opening here Aug. 1 (AA, June 3), has lured two of his former Chiat/Day colleagues to T-L: Yvonne Smith, former art director, has become creative director; Lori Brandalise, copywriter at C/D, becomes associate creative director.

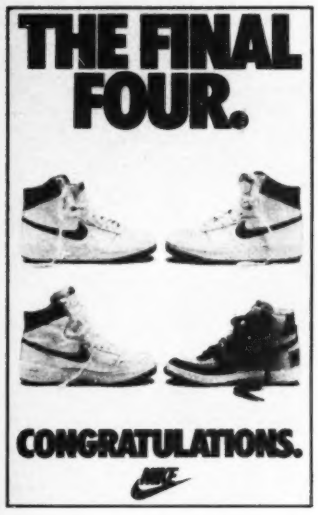
Hong Kong-based Lee Kum Kee will begin testing a new commercial for its House of Lee Chinese barbecue sauce in Los Angeles July 8, featuring a Chinese cowboy who talks like John

(Continued on Page 8)

NOTICE

There will be no issue of Advertising Age Thursday on July 4, Independence Day.

BEST OF PRESS



With this page, Advertising Age begins a new monthly feature that will reproduce newspaper ads that we believe represent a creative and effective use of the medium. The ads are culled from tear sheets collected by National System Inc., St. Louis, which clips more than 300 newspapers each day. The panel includes Hank Simons, vp-creative director, Newspaper Advertising Bureau, New York; James Dunaway, vp-director of information for the NAB, and William F. Gloede, who covers the newspaper industry for Advertising Age. Ads may be submitted to Mr. Gloede at Ad Age's New York bureau.

Saluting the NCAA's Final Four is this ad for Nike Athletic Shoes, via Chiat/Day, Los Angeles. Creative: Jeff Gorman, Gary Johns.

The right dose of color highlights the new fruit on the computer systems block in this ad for Apricot computers via Levine, Huntley, Schmidt & Beaver, New York. Creative director, Allan Beaver; creative group heads, Lee Garfinkel, Tony Gregorio; art director, Michael Vitello; copywriter, Lee Garfinkel; photography, Cailor-Resnick Studio.

FLASH REPORT: Newspaper advertising investment for March

March 1985	In 000 thousands / In millions	Dollars		Change	
Categories	Year	1985	1984	Actual $ G or L	% G or L
Amusements	1985 / 1984	$29,961,938	$26,122,162	+3,839,776	+14.7
Computer stores & supplies	1985 / 1984	5,549,904	4,235,747	+1,314,157	+31.0
Department stores	1985 / 1984	90,913,499	69,536,899	+21,376,590	+30.7
Food stores	1985 / 1984	27,777,629	22,929,613	+4,848,016	+21.1
Radio, tv, phonographs, records	1985 / 1984	16,849,171	13,020,141	+3,829,030	+29.4
General merchandise stores	1985 / 1984	41,556,793	26,681,261	+14,875,532	+55.8
Alcoholic beverages	1985 / 1984	2,168,801	2,126,479	+42,323	+2.0
Cameras, photo supplies & services	1985 / 1984	146,168	501,757	−355,589	−70.9
Computers, equipment & services	1985 / 1984	4,071,625	4,734,641	−633,016	−14.0
Public service utilities & communications	1985 / 1984	8,018,995	5,278,487	+2,740,508	+51.9
Publishing & media	1985 / 1984	11,255,316	10,321,305	+934,011	+8.3
Cigarets	1985 / 1984	3,114,007	3,529,222	−415,215	−11.8
Airlines	1985 / 1984	11,460,133	12,604,097	−1,143,964	−9.1
Passenger cars-new	1985 / 1984	15,886,137	10,659,556	+5,206,581	+48.8
Banks & trust companies	1985 / 1984	9,429,144	8,663,394	+765,750	+8.8
Stock, bond & investment houses	1985 / 1984	1,787,451	2,134,517	−347,066	−16.3

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.

Source: Media Records Inc.

Newspaper ad spending strong

New York—The Advertising Age Flash Report for March shows advertisers spent about $56.5 million more in daily newspapers in 15 major markets than they did a year before.

Department stores and general-merchandise stores lead all categories by far, with percentage increases of 30.7% and 55.8%, respectively. Department stores increased spending $21.4 million to $90.9 million, while general merchandise retailers pumped $14.9 million more into the measured dailies in March, bringing their total spending to $41.6 million.

Other categories posting large percentage gains were new cars, up 48.8% to $15.9 million; public service utilities and commissions, up 51.9% to $8 million; radio-phonograph-tv-records, up 29.4% to $16.8 million; computer stores and supplies, up 31% to $5.5 million; food stores, up 21.1% to $27.8 million, and amusements, up 14.7% to $30 million.

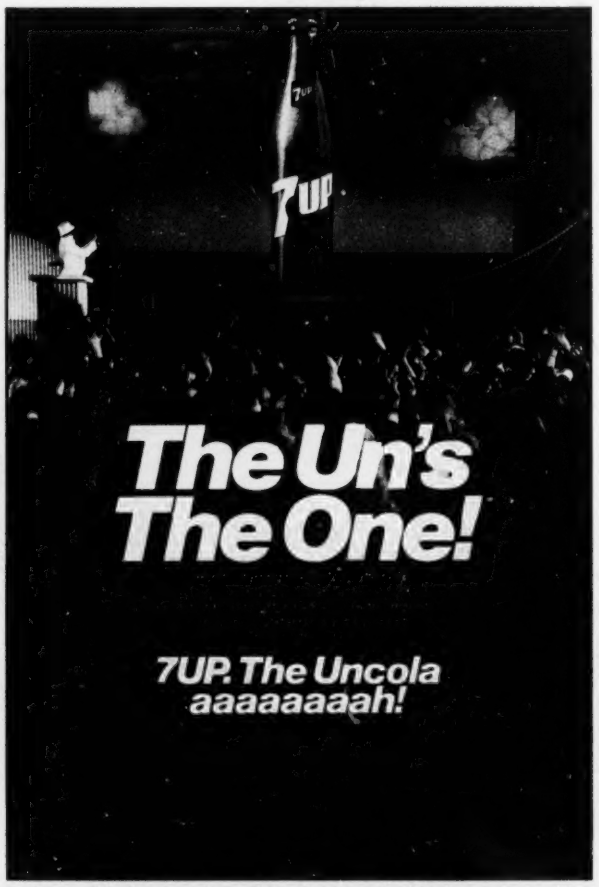
Other gainers included alcoholic beverages, up 2% to $2.2 million; publishing and media, up 8.3% to $11.3 million, and banks and trust companies, up 8.8% to $9.4 million.

Categories in which ad spending declined were stock, bond and investment houses, down 16.3% to $1.8 million; airlines, down 9.1% to $11.5 million; cigarets, down 11.8% to $3.1 million; computers, equipment and services, down 14% to $4.1 million, and cameras, photo supplies and services, down 70.9% to $146,168.

The Flash Report is compiled for Advertising Age by Media Records Inc., based on linage measurements in 29 daily and 23 Sunday newspapers in 15 major markets.

THEY DRANK FRESH BEER. YOU DRINK COOKED BEER.
Back in the days when baseball was just beginning, there was no such thing as bottled beer or beer in cans.
Those were the great days of draft beer, fresh from the keg.
Like the draft they brewed at Frederic Miller's old Plank Road Brewery. It had a smooth, fresh taste those horsehide heroes loved as much as they loved baseball.
A taste that's hard to find in today's bottles and cans. Because most beers, in bottles and cans, are pasteurized. Cooked to 140 degrees to preserve their shelf life. So they lose that fresh, draft taste.
But now there's a bottled beer that's not cooked. It's specially cold-filtered instead. To keep the true taste of fresh draft.
Introducing Plank Road Original Draught. It tastes as fresh from the bottle as it does from the keg.
PLANK ROAD
Original Draught

Capitalizing on the Americana craze with a baseball theme, Chiat/Day, New York, ran this ad, featuring a tintype-style photo, for Miller Brewing Co.'s Plank Road beer, now in test in Hartford, Conn. Creative: Mario Giua, Robin Raj.



A tie-in with the Academy Awards propels this four-color ad for the Seven-Up Co., via N W Ayer, New York. Executive creative director, Keith Gould; art director, Greg Grann; copywriter, Janet Dorfman.

THE GASOLINE THAT DRIVES THE WEST.
Here in California, more people depend on cars than any other state. And the gasoline more Californians depended on last year was ARCO.
HOLLYWOOD

Creative use of pump hose drives this Arco ad, from Foote, Cone & Belding. Creative director, Larry Tolpin; art director, Tom Guttman; copywriter, Larry Tolpin; art supervisor, Mel Sant; illustrator, Bob Rodriguez.

Newspaper Advertising MRCS/SAU Inches April 1985 vs. April 1984

AKRON, OH

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Beacon Journal (E)	97,112	30,841	108,937	45,463
Beacon Journal (S)	67,206	9,809	82,229	14,575
Grand Total	164,318	40,650	191,166	60,038

NOTE: Part run figures supplied by publisher to Media Records.

ATLANTA, GA

Constitution (M)	180,062	42,001	167,150	46,019
Journal (E)	179,556	42,013	164,335	47,139
Journal & Constitution (S)	119,942	52,178	152,509	65,559
Journal & Constitution (Sat)	39,317	——	34,598	——
Grand Total	518,877	136,192	518,592	158,717

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

News-American (S)	27,642	11,207	41,890	2,497
News-American (E)	38,785	4,788	45,467	4,418
Sun (M)	115,842	2,463	110,366	4,018
Sun (E)	94,524	2,443	91,634	4,018
Sun (S)	127,406	25,818	160,968	25,765
Grand Total	404,199	46,719	450,325	40,716

BERGEN COUNTY, NJ

Record (E)	143,293	19,978	134,162	21,171
Record (S)	123,641	22,648	153,744	32,608
Grand Total	266,934	42,626	287,906	53,779

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	47,309	——	39,601	——
Herald (S)	19,062	28,390	36,788	13,177
Globe (M)	134,451	9,708	136,544	13,063
Globe (S)	167,931	22,708	206,102	26,145
Grand Total	368,753	60,806	419,035	52,385

BUFFALO, NY

News (AD)	98,302	35,546	111,881	21,929
News (S)	40,601	27,815	60,330	29,828
Grand Total	138,903	63,361	172,211	51,757

CAMDEN, NJ

Courier-Post (E)	118,095	16,593	105,694	19,129
Courier-Post (S)	52,512	1,512	61,540	3,875
Grand Total	170,607	18,105	167,234	23,004

CHARLOTTE, NC

News (E)	72,906	——	72,666	——
Observer (M)	119,614	——	106,319	——
Observer (S)	66,081	——	78,373	——
Grand Total	258,501	——	257,358	——

NOTE: News Evening published five days a week only. Part run figures not available.

CHICAGO, IL

Sun Times (M)	122,109	70,409	125,893	57,421
Sun-Times (S)	50,063	31,716	68,952	45,775
*Tribune (AD)	136,100	280,150	138,578	179,415
*Tribune (S)	121,107	83,488	114,081	75,234

NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 4/1/85 through 4/28/85.

CINCINNATI, OH

Enquirer (M)	156,317	5,419	149,861	12,046
Enquirer (S)	114,424	10,735	133,037	6,867
Post (E)	80,533	20,767	76,655	10,918
Grand Total	353,274	36,921	359,553	29,831

CLEVELAND, OH

Plain Dealer (M)	139,745	23,420	143,528	28,181
Plain Dealer (S)	97,567	6,462	118,044	13,180
Grand Total	237,312	29,882	261,572	41,361

DALLAS, TX

News (M)	299,982	15,329	293,164	10,479
News (S)	162,780	11,313	194,191	16,776
Times-Herald (AD)	245,426	24,421	253,076	14,406
Times-Herald (S)	131,842	14,536	161,761	27,744
Grand Total	840,030	65,599	902,192	69,405

DENVER, CO

Rocky Mt. News (M)	272,801	3,718	269,885	45
Rocky Mt. News (S)	83,863	882	95,089	37
Post (M)	176,681	6,844	166,533	10,661
Post (S)	106,518	1,796	142,168	1,273
Grand Total	639,963	13,240	673,675	12,017

DETROIT, MI

Free Press (M)	102,837	31,825	97,001	41,859
Free Press (S)	40,718	27,659	50,884	23,745
News (AD)	148,009	34,926	118,344	28,852
News (S)	85,645	30,466	108,093	15,598
Grand Total	377,209	134,876	374,322	110,054

FORT LAUDERDALE, FL

News & Sun Sentinel (S)	110,901	28,879	143,474	32,311
Sun Sentinel (M)	286,735	60,777	304,616	58,466
Grand Total	397,636	89,656	448,090	90,777

NOTE: 1985 part run and 1984 full run and part run figures supplied by publisher to Media Records. Morning figures include the Saturday Edition.

FORT WAYNE, IN

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Journal Gazette (M)	71,647	——	72,959	——
Journal Gazette (S)	62,887	——	71,506	——
News Sentinel (E)	88,598	——	88,520	——
Grand Total	223,132	——	232,985	——

NOTE: Part run figures not available.

*FORT WORTH, TX

Star Telegram (M)	249,809	65,877	242,499	47,538
Star Telegram (E)	198,902	65,877	201,496	47,538
Star Telegram (S)	131,945	44,376	155,352	40,388
Grand Total	580,667	176,130	599,347	135,464

NOTE: Figures supplied by publisher to Media Records.

GREENWICH/STAMFORD, CT

Time (E)	73,241	——	73,842	——
Time (S)	51,618	——	52,711	——
Advocate (E)	97,855	629	100,233	2,117
Advocate (S)	53,432	——	57,223	——
Grand Total	275,946	629	284,009	2,117

HARTFORD, CT

Courant (M)	137,053	29,283	133,837	27,632
Courant (S)	75,401	102,403	96,491	149,231
Grand Total	212,454	131,686	230,328	176,863

HONOLULU, HI

Advertiser (M)	113,769	——	116,931	——
Star-Bulletin (E)	107,540	——	113,687	——
Star-Bulletin & Advertiser (S)	63,671	——	91,913	——
Grand Total	284,980	——	322,531	——

HOUSTON, TX

Chronicle (AD)	269,813	34,911	314,648	36,761
Chronicle (S)	122,335	29,455	166,817	36,249
Post (M)	164,988	40,202	190,760	34,637
Post (S)	63,868	25,848	90,836	35,241
Grand Total	621,004	130,416	763,061	142,888

LONG BEACH, CA

Press Telegram (M)	98,608	——	96,663	——
Press Telegram (S)	49,534	——	61,131	——
Grand Total	148,142	——	157,794	——

LONG ISLAND, NY

Newsday (E)	175,066	43,244	152,630	52,897
Newsday (S)	93,056	66,626	109,107	82,005
Grand Total	268,122	109,870	261,737	134,902

LOS ANGELES, CA

Times (M)	286,213	253,321	285,560	203,670
Times (S)	167,143	72,593	206,347	105,957
Herald-Examiner (M)	61,754	13,744	48,299	19,443
Herald-Examiner (S)	11,018	5,186	17,474	7,517
Grand Total	526,128	344,844	557,680	336,587

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	192,670	18,837	177,796	14,143
News (S)	70,516	4,631	87,735	6,487
Grand Total	263,186	23,468	265,531	20,630

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	183,195	——	198,782	——
Grand Total	183,195	——	198,782	——

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier Journal (M)	95,478	38,399	92,539	43,824
Times (E)	94,632	53,472	94,840	62,011
Courier Journal (S)	58,717	56,397	74,553	65,793
Grand Total	248,827	148,268	261,932	171,628

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	165,454	——	170,222	——
Herald (S)	84,735	——	115,243	——
News (E)	60,726	——	65,742	——
Grand Total	310,925	——	351,207	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	105,847	24,672	104,896	25,846
Star & Tribune (S)	135,391	2,322	158,472	923
Star & Tribune (Sat)	23,258	——	25,383	——
Grand Total	264,496	26,994	288,751	26,769

*NASHVILLE, TN

Banner (E)	109,939	——	92,634	——
Tennessean (M)	110,440	——	93,472	——
Tennessean (S)	83,596	——	81,187	——
Grand Total	303,975	——	267,293	——

NOTE: 1985 figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	79,723	3,063	——	——
Home News (Sun)	58,966	4,736	——	——
Grand Total	138,689	7,799	——	——

NOTE: 1984 figures not available.

NEW YORK, NY

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Times (M)	183,571	14,887	155,758	13,477
Times (S)	179,176	107,324	219,602	122,175
News (M)	59,868	108,192	63,385	92,838
News (S)	32,141	66,330	34,079	87,656
Post (AD)	56,944	1,631	50,774	——
Grand Total	491,700	298,364	523,598	316,146

NEWARK, NJ

Star Ledger (M)	190,230	7,550	183,658	5,448
Star Ledger (S)	157,346	23,264	187,805	31,245
Grand Total	347,576	30,814	371,463	36,693

OAKLAND, CA

Tribune (M)	87,630	47,353	88,163	26,713
Tribune (S)	39,458	25,517	64,018	28,994
Grand Total	127,088	72,870	150,181	55,707

ORANGE COUNTY, CA

Register (AD)	278,416	99,191	267,939	59,392
Register (S)	107,731	11,819	140,504	10,403
Grand Total	386,147	102,010	408,443	69,795

PHILADELPHIA, PA

Inquirer (M)	163,900	61,240	142,548	47,660
Inquirer (S)	88,309	33,517	136,064	53,667
News (E)	74,703	8,222	78,410	2,123
Grand Total	326,912	102,979	359,022	103,450

NOTE: The April 14, 1985 edition of the Inquirer Sunday was curtailed significantly in circulation due to strike conditions. No record for this date is included.

*PHOENIX, AZ

Arizona Republic (M)	227,601	19,268	238,715	14,573
Arizona Republic (S)	142,596	——	137,067	——
Gazette (E)	216,714	10,394	227,143	14,729
Grand Total	586,913	29,662	600,925	29,302

NOTE: Figures supplied by publisher to Media Records.

ROCHESTER, NY

Democrat & Chronicle (M)	99,017	8,461	91,041	10,652
Democrat & Chronicle (S)	63,139	18,219	79,979	17,501
Times Union (E)	78,777	11,968	81,445	9,601
Grand Total	230,933	38,648	252,465	37,754

NOTE: Times Union Evening published five days a week only.

SACRAMENTO, CA

Bee (M)	214,312	13,034	205,426	12,257
Bee (S)	89,666	11,184	116,248	7,552
Grand Total	303,978	24,218	321,674	19,809

*ST. LOUIS, MO

Post Dispatch (M)	91,545	31,877	101,709	35,922
Post Dispatch (S)	108,641	——	130,260	——
Grand Total	200,186	31,877	231,969	35,922

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	91,216	——	82,902	——
Pioneer Press Dispatch (S)	98,005	——	110,791	——
Dispatch (E)	——	——	87,875	——
Grand Total	189,221	——	281,568	——

NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition, Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.

SAN ANTONIO, TX

Express-News (AD)	127,679	15,838	114,170	19,748
Express-News (S)	89,997	10,893	93,829	23,013
Express-News (Sat)	39,450	——	37,261	——
News (E)	——	——	111,358	14,690
Light (AD)	118,517	24,575	107,278	23,833
Light (S)	79,891	17,954	85,162	28,502
Light (Sat)	33,112	——	29,090	——
Grand Total	488,646	69,255	578,168	109,786

NOTE: Express Morning and News Evening combined to one edition, Express News All Day effective September 10, 1984. The Express Morning activity is shown in the Express News All Day listing. Prior to September 10, 1984, Express Morning and News Evening published five days a week only.

Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.

SAN DIEGO, CA

Union (M)	209,858	18,445	204,725	14,682
Union (S)	106,942	——	133,335	——
Tribune (E)	215,659	21,010	215,255	14,660
Grand Total	532,459	39,456	553,315	29,342

SAN FRANCISCO, CA

Chronicle (M)	129,534	48,809	123,956	54,114
Examiner (E)	127,220	48,503	120,620	53,824
Examiner & Chronicle (S)	69,597	30,078	86,033	52,628
Grand Total	326,351	127,490	330,609	160,566

SAN JOSE, CA

Mercury News (AD)	273,846	30,547	268,893	32,714
Mercury News (S)	131,314	418	175,630	——
Grand Total	405,160	30,965	444,523	32,714

SHREVEPORT, LA

Journal (E)	84,828	3,528	75,989	9,200
Times (M)	106,069	15,207	96,536	14,897
Times (S)	60,340	9,458	71,047	13,533
Grand Total	251,237	28,193	243,492	37,630

*STATE COLLEGE, PA

Centre Times (E)	89,487	7,589	80,891	3,708
Centre Times (S)	23,684	——	29,403	——
Grand Total	113,171	7,589	110,294	3,708

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	92,071	28,191	81,643	20,893
Herald American (S)	43,182	31,535	59,261	31,115
Post-Standard (M)	78,058	30,319	65,845	27,373
Grand Total	213,311	90,045	206,749	79,381

*TOLEDO, OH

Blade (E)	93,341	——	97,501	——
Blade (S)	69,445	——	88,008	——
Grand Total	162,786	——	185,509	——

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	266,154	44,155	261,731	38,135
Post (S)	148,306	29,141	166,627	47,457
Grand Total	414,460	73,296	428,358	85,592
Alexandria Journal (M)	61,408	705	52,740	——
Prince George's Journal (M)	58,197	1,943	47,755	——
Montgomery Journal (M)	56,170	1,404	48,716	238
Fairfax Journal (M)	62,433	705	55,065	611
Arlington Journal (M)	61,149	705	52,995	——

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

*WEST PALM BEACH, FL

Post (M)	204,186	36,063	202,213	32,128
Times (E)	178,142	4,085	181,151	2,824
Post (S)	128,586	14,047	166,614	16,224
Grand Total	510,914	54,195	549,978	51,176

NOTE: Figures supplied by publisher to Media Records. Times Evening published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	82,547	8,706	87,185	17,459
Reporter Dispatch (S)	65,065	12,321	76,040	22,785
Grand Total	147,612	21,027	163,225	40,244

WICHITA, KS

Eagle-Beacon (M)	102,545	——	113,983	——
Eagle-Beacon (S)	81,500	——	82,874	——
Grand Total	184,045	——	196,857	——

NOTE: Part run figures not available.

Source: Media Records

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REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page.....
   Width and Depth in Inches.
2. Determine Square Inches of Page.....
   Multiply Width by Depth Inches.
3. Determine the Number of SAU Inches of Page.....
   Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page.....
   Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches.....
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.